Message for Schneidman, Eileen

From: Schneidman, Eileen

Date: Thu, Mar 23, 1995 5:27 PM

Subject: RE: May B-day copy & April label approval

To: Kaufman, Susan; Lori ZEEMAN

Cc: Chamian, Rebecca

Susan,

This is exactly the copy I wanted to see. However, Steve noodled with it slightly (note the CAP copy). Please go to A&K:

"As a birthday gift from Marlboro, WE'VE SENT YOU this special edition print ENTITLED "PARTNERS" by western artist Hank Ford. This work has been designed exclusively for Marlboro SMOKERS and can be mounted or framed. PLEASE ENJOY IT AS A YEAR ROUND REMINDER OF THIS SPECIAL DAY."

The last line may not be worded beautifully, so if your creatives have some tweeks, let me know. The point is, we wanted to encourage the consumer to spend time with this piece (more than mounting and framing, which reitterates it's value).

One other thing, if Hank is "acclaimed" please say so.

Call with questions. Eileen

From: Lori ZEEMAN on Thu, Mar 23, 1995 3:05 PM
Subject: Re: May B-day copy & April label approval
To: Eileen SCHNEIDMAN; Lori ZEEMAN
Cc: Susan KAUFMAN; Rebecca CHAMIAN

Eileen-
Please phone Diane Dilbert directly with your approval on the mailing label and laser sign-offs (she's on x4530) . She'll handle it from there.

In terms of the May+ B-day copy, please call Susan Kaufman (x4458) with approval or revisions. She'll in turn brief our creative team (Lee Earle, Earl Glass) to proceed with keylines or changes. Thanks, Lori

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Subject: May B-day copy & April label approval
From: Lori ZEEMAN
Date: 3/23/95 12:45 PM

Eileen-

The proposed copy for May+ Birthday mailings would read:

As a birthday gift from Marlboro, please enjoy this special edition print by western artist Hank Ford. This select work entitled "Partners" has been designed exclusively for Marlboro and can be mounted or framed.

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